

---

**ATTACHMENT A**



[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

**make a  
difference  
day**

**MARCH 18, 2004**



**Boston**



**Buffalo**



**Denver**



**Gainesville**



**Greensboro**



**Greenville**



**Kansas City**



**Madison**



**Memphis**



**Milwaukee**



**New Orleans**



**Norfolk**



**Portland**



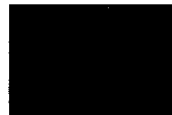
**Rochester**



**Sacramento**



**Seattle**



**Wichita**



**Wilkes-Barre**

#### **Make A Difference Day 2004**

**Click on the market to see what they did for Make a Difference Day**

For the past eleven years, one of Entercom's most valued and important traditions has been "Make a Difference Day". Members of the Entercom team joined hands to assist our communities in so many ways. We painted, sorted food and clothes, raised money, cleaned parks, helped build homes, and more. Together we accomplished so much for so many worthy organizations committed to great causes in our communities.



Copyright 2004 Entercom Communications Corp. All Rights Reserved



[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

**make a  
difference  
day**

**MARCH 16, 2004**

<a href="#">Boston</a>	<a href="#">Buffalo</a>	<a href="#">Denver</a>	<a href="#">Gainesville</a>	<a href="#">Greensboro</a>	<a href="#">Greenville</a>
<a href="#">Kansas City</a>	<a href="#">Madison</a>	<a href="#">Memphis</a>	<a href="#">Milwaukee</a>	<a href="#">New Orleans</a>	<a href="#">Norfolk</a>
<a href="#">Portland</a>	<a href="#">Rochester</a>	<a href="#">Sacramento</a>	<a href="#">Seattle</a>	<a href="#">Wichita</a>	<a href="#">Wilkes-Barre</a>

[Back to main page](#)

### **BOSTON MAKE A DIFFERENCE DAY 2004**

Boston employees volunteered for six different causes to help their communities. Organizations included the Metropolitan Council for Educational Opportunity, where Boston helped at their rally to lobby legislators at the Boston State House for improved educational services. At St. Francis House, Boston's most comprehensive daytime shelter, others sorted donated clothes and prepared and served lunch to the homeless guests. Others volunteered to help the AIDS Action Committee set-up their annual fundraising event, the "Taste of the South End." At the Family Service of Greater Boston, employees created a new organization system for the client files room. Over 19,000 pounds of food was sorted at the Greater Boston Food Bank, which provides over 15 million meals per year to approximately 283,000 people throughout eastern Massachusetts. Finally, another group volunteered to help the Charles River Conservancy, where responsibilities included pruning trees along the Charles River and general clean-up of the grounds.



Boston: Kris Perillo (Staff Accountant), Mary Keane (WEEI Sales Associate) and Johnathan Johnson (Staff Accountant) at the Family Service of Greater Boston.





**make a  
difference  
day**

**MARCH 18, 2004**

[Boston](#)   [Buffalo](#)   [Denver](#)   [Gainesville](#)   [Greensboro](#)   [Greenville](#)  
[Kansas City](#)   [Madison](#)   [Memphis](#)   [Milwaukee](#)   [New Orleans](#)   [Norfolk](#)  
[Portland](#)   [Rochester](#)   [Sacramento](#)   [Seattle](#)   [Wichita](#)   [Wilkes-Barre](#)  
[Back to main page](#)

### **BUFFALO MAKE A DIFFERENCE DAY 2004**

Buffalo spent Make A Difference Day working for Habitat For Humanity for the third year in a row. The snow started flying just as they arrived at the house. Volunteers completed various projects including building the outside stairwell railing, tiling a laundry room floor, installing carpet padding in four bedrooms and on the staircase, painting all interior trim and dry-walling a pantry.



Buffalo Building Pros: (Left to Right) Kevin Devine, Larry Robb, Greg Ried finish a stair railing



ETM  
[Logo]

Copyright 2014 Entercom Communications Corp. All Rights Reserved



[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

**make a  
difference  
everyday**

**MARCH 16, 2004**

[Boston](#) [Buffalo](#) [Denver](#) [Gainesville](#) [Greensboro](#) [Greenville](#)  
[Kansas City](#) [Madison](#) [Memphis](#) [Milwaukee](#) [New Orleans](#) [Norfolk](#)  
[Portland](#) [Rochester](#) [Sacramento](#) [Seattle](#) [Wichita](#) [Wilkes-Barre](#)  
[Back to main page](#)

### **DENVER MAKE A DIFFERENCE DAY 2004**

Denver spent hours at the Denver Public Library sorting books for their Used Book Sale. Tasks included looking for rare first editions – and they found many. They were also on the hunt for signed copies of books, as well as sorting out collections and dividing up paperbacks and hardbacks. What the stations accomplished in a few hours takes the Library's volunteer staff 9 months to do!



Denver: Fast Readers help The Denver Public Library





[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

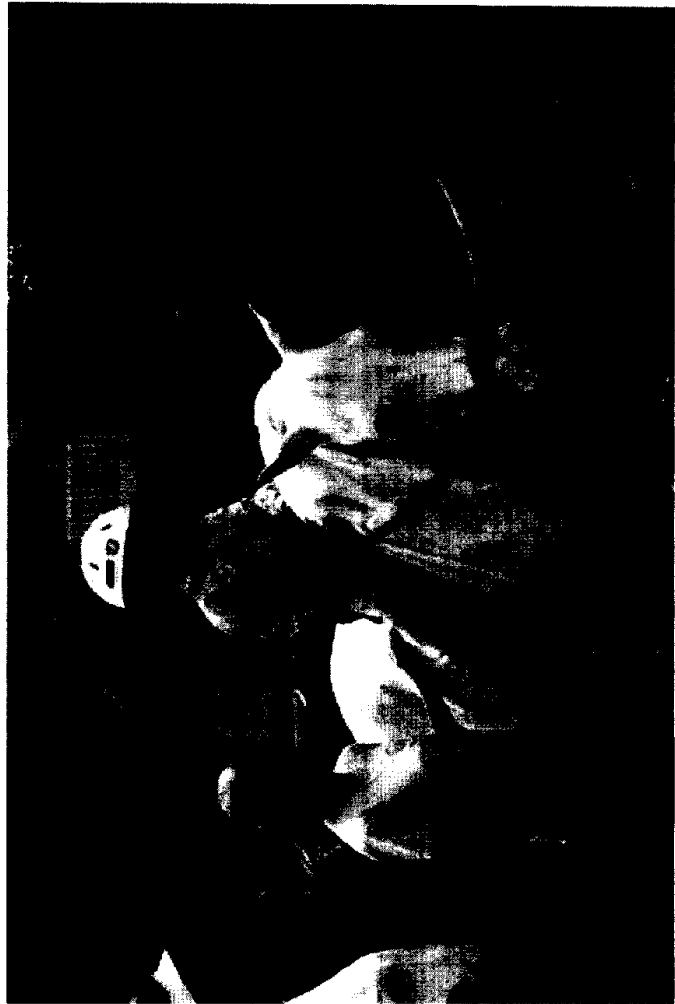
**make a  
difference  
day**

**MARCH 16, 2004**

**Boston      Buffalo      Denver      Gainesville      Greensboro      Greenville**  
**Kansas City      Madison      Memphis      Milwaukee      New Orleans      Norfolk**  
**Portland      Rochester      Sacramento      Seattle      Wichita      Wilkes-Barre**  
[Back to main page](#)

### **GAINESVILLE MAKE A DIFFERENCE DAY 2004**

Gainesville spent the day at a truly unique place called HOPE - HOuses helping PEople. Volunteers work with autistic, mentally and physically impaired children through equine-assisted therapy sessions. "To see one of these children on a horse bonding and enjoying the motion of walking through the horse is just wonderful. We spent most of the day helping the volunteers work with the children and becoming better versed in this therapeutic treatment," said Mark Leopold, VP/General Manager.



Gainesville: "Emily," a handicapped girl, gets HOPE through work of volunteers



[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

**make a  
difference  
day**

**MARCH 18, 2004**

[Boston](#)   [Buffalo](#)   [Denver](#)   [Gainesville](#)   [Greensboro](#)   [Greenville](#)  
[Kansas City](#)   [Madison](#)   [Memphis](#)   [Milwaukee](#)   [New Orleans](#)   [Norfolk](#)  
[Portland](#)   [Rochester](#)   [Sacramento](#)   [Seattle](#)   [Wichita](#)   [Wilkes-Barre](#)  
[Back to main page](#)

### **GREENSBORO MAKE A DIFFERENCE DAY 2004**

Greensboro helped provide a makeover to a down-home cultural icon - War Memorial Stadium, one of America's oldest minor league ballparks. According to Jim Scott, Director of Creative Services, "Our Make a Difference Day was dedicated to making sure the 'Grand Lady of Yanceyville Street,' looked her best for the upcoming season of Greensboro Bats (Florida Marlins Single A) baseball." By the way, if you've seen Bull Durham, you've seen War Memorial Stadium – it's where the movie was filmed.



Greensboro: hosts their own version of Extreme Home Makeover, benefiting the local minor league park



**make a  
difference  
day**

**MARCH 18, 2004**

Boston      Buffalo      Denver      Gainesville      Greensboro      Greenville  
 Kansas City      Madison      Memphis      Milwaukee      New Orleans      Norfolk  
 Portland      Rochester      Sacramento      Seattle      Wichita      Wilkes-Barre  
[Back to main page](#)

### GREENVILLE MAKE A DIFFERENCE DAY 2004

Entercom Greenville spent the day visiting 13 different Assisted Living & Nursing Centers, providing many senior citizens with a break from their regular routines. At each Center, they read stories, played bingo and gave out goodie bags. The residents really enjoyed the bingo and the prizes they won. Mark Ferguson, Morning Show host on WOLT-FM/The Walk, played his guitar and sang, which was really a big hit!



Greenville: Sales Assistant, Linda Holtzman helps brighten the day of a senior citizen at Homewood Residence in Greenville





[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

**make a  
difference  
day**

**MARCH 16, 2004**

[Boston](#) [Buffalo](#) [Denver](#) [Gainesville](#) [Greensboro](#) [Greenville](#)  
[Kansas City](#) [Madison](#) [Memphis](#) [Milwaukee](#) [New Orleans](#) [Norfolk](#)  
[Portland](#) [Rochester](#) [Sacramento](#) [Seattle](#) [Wichita](#) [Wilkes-Barre](#)  
[Back to main page](#)

### **KANSAS CITY MAKE A DIFFERENCE DAY 2004**

This year the Entercom staff worked with the Front Porch Alliance to make improvements in the Ivanhoe neighborhood. Projects included painting two houses, as well as clean up projects at the former Linwood Presbyterian Church – an historic landmark that will be the future Linwood Area Ministry Place, which will serve as a neighborhood community center and house local non-profit organizations.



Kansas City: It's all in the prep work! Entercom Kansas City employees make a big difference as they help paint two houses





[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)



**MARCH 16, 2004**

[Boston](#)   [Buffalo](#)   [Denver](#)   [Gainesville](#)   [Greensboro](#)   [Greenville](#)  
[Kansas City](#)   [Madison](#)   [Memphis](#)   [Milwaukee](#)   [New Orleans](#)   [Norfolk](#)  
[Portland](#)   [Rochester](#)   [Sacramento](#)   [Seattle](#)   [Wichita](#)   [Wilkes-Barre](#)  
[Back to main page](#)

### **MADISON MAKE A DIFFERENCE DAY 2004**

Entercom Madison lent support to Habitat for Humanity. They assisted in foundation preparation and insulation at one of the first Habitat for Humanity Subdivisions in the nation, the Twin Oaks Development, an area that will soon be home to 96 units including single family homes and owner occupied condominiums. An unseasonably warm March 16th made for quick work of the five foundations. "Entercom's involvement pushed our construction schedule up almost a week. We've made several trips to the home center to get supplies for projects we anticipated happening much later" said Ron Konkol, Director of Madison's Habitat for Humanity. Entercom supported the Madison chapter previously, when the local stations raised over \$76,000 in one day at an event surrounding a Jimmy Buffet concert and the opening of his "Cheese Burger in Paradise" restaurant.



Madison: It all starts with a strong foundation. Entercom employees helped create foundations for five new homes in the first ever Habitat for Humanity Subdivision, Twin Oaks.



[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

**make a  
difference  
day**

**MARCH 18, 2004**

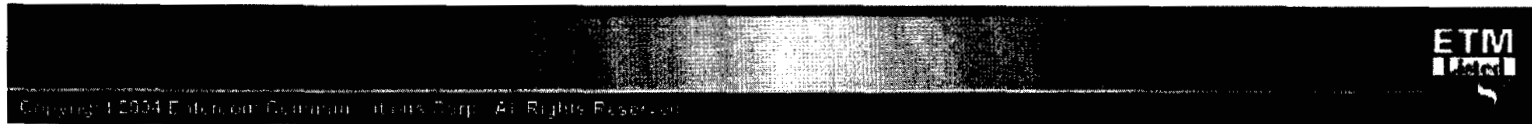
[Boston](#) [Buffalo](#) [Denver](#) [Gainesville](#) [Greensboro](#) [Greenville](#)  
[Kansas City](#) [Madison](#) [Memphis](#) [Milwaukee](#) [New Orleans](#) [Norfolk](#)  
[Portland](#) [Rochester](#) [Sacramento](#) [Seattle](#) [Wichita](#) [Wilkes-Barre](#)  
[Back to main page](#)

### **MEMPHIS MAKE A DIFFERENCE DAY 2004**

Memphis chose to work with Habitat for Humanity of Greater Memphis. Their efforts were concentrated on helping them prepare for their start of their building season, which starts in April. The staff began by unloading trucks and preparing trailers with the supplies needed for each new home. Many of the staff built a bridge to one of the home sites. Other team members painted enough trim to supply two of the three homes being built.



Memphis: goes "MADD" painting for Habitat for Humanity



ETM  
MAG

Copyright © 2004 Entercom Communications Corp. All Rights Reserved.



[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

**make a  
difference  
day**

**MARCH 16, 2004**


[Boston](#) [Buffalo](#) [Denver](#) [Gainesville](#) [Greensboro](#) [Greenville](#)  
[Kansas City](#) [Madison](#) [Memphis](#) [Milwaukee](#) [New Orleans](#) [Norfolk](#)  
[Portland](#) [Rochester](#) [Sacramento](#) [Seattle](#) [Wichita](#) [Wilkes-Barre](#)  
[Back to main page](#)

### **MILWAUKEE MAKE A DIFFERENCE DAY 2004**

Milwaukee made a difference in their community by partnering with Safe Kids Wisconsin. The organization's mission is to reduce the number of unintentional injuries for children 14 and younger through education and community programs. Milwaukee concentrated on the child's car seat safety check program. Over 70 car seats were checked in the Hales Corners Community, six car seats were tossed and only three were found to be installed correctly. The result was many thankful parents.



Milwaukee: checks car seats for the safety of young ones

**ENTERCOM**

about contact news markets investors governance community jobs

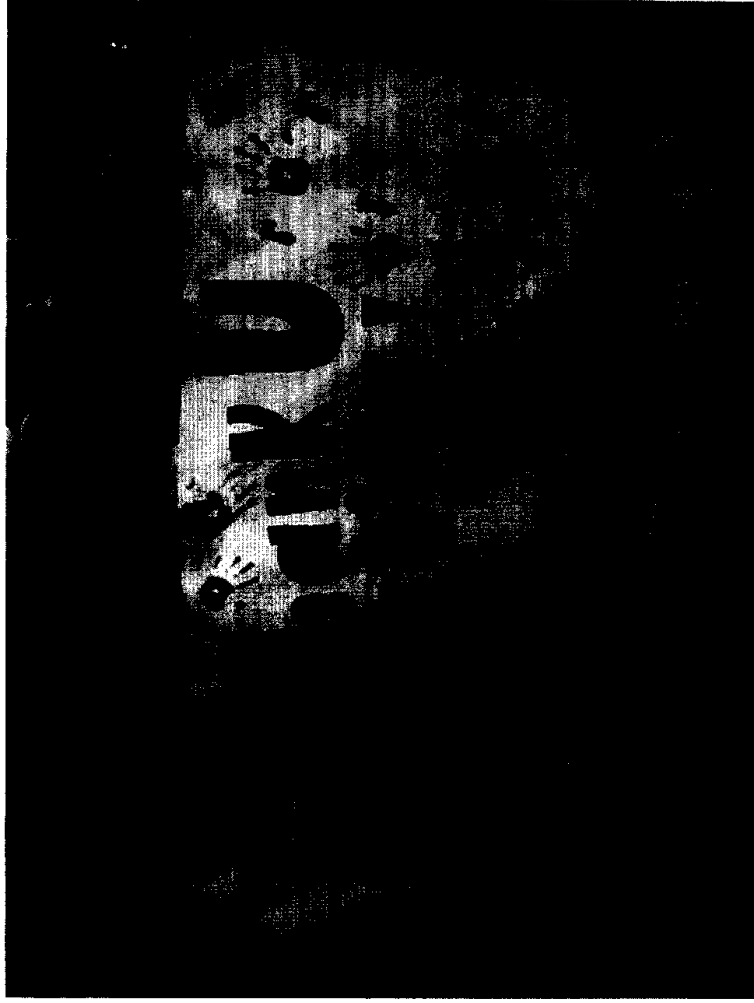
# make a difference Friday MARCH 16, 2004

Boston	Buffalo	Denver	Gainesville	Greensboro	Greenville
Kansas City	Madison	Memphis	Milwaukee	New Orleans	Norfolk
Portland	Rochester	Sacramento	Seattle	Wichita	Wilkes-Barre

Back to main page

## NEW ORLEANS MAKE A DIFFERENCE DAY 2004

New Orleans did a cluster Radiothon for Children's Hospital. The Radiothon is part of the Children's Miracle Network, a national non-profit organization dedicated to improving the health and welfare of all kids. In four days, over \$927,000 was raised, all of which will remain in southern Louisiana.



New Orleans: In the end over \$900,000 was raised for Children's Hospital.





[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

**make a  
difference  
day**

**MARCH 18, 2004**

[Boston](#) [Buffalo](#) [Denver](#) [Gainesville](#) [Greensboro](#) [Greenville](#)  
[Kansas City](#) [Madison](#) [Memphis](#) [Milwaukee](#) [New Orleans](#) [Norfolk](#)  
[Portland](#) [Rochester](#) [Sacramento](#) [Seattle](#) [Wichita](#) [Wilkes-Barre](#)  
[Back to main page](#)

### **NORFOLK MAKE A DIFFERENCE DAY 2004**

Norfolk discovered an outstanding cause for which everyone at the stations championed - "Let's Pretend Children's Hospital" at Children's Hospital of the King's Daughters in Downtown Norfolk.

Over the course of three days, Entercom employees helped Children's Hospital of the King's Daughters conduct their annual program designed for first graders to help reduce the fear and anxiety they may experience if they must be hospitalized or visit the Emergency Room.

1,000 first graders from all over Hampton Roads were bused in for the events. Entercom Norfolk employees did everything from escorting the six and seven year olds off the buses to the hospital, to portraying Doctors and Nurses, to introducing the first graders to "Healthy Bear" the hospital's mascot. The "Let's Pretend Children's Hospital" was such a success that the event received TV coverage.



Norfolk: 95-7 R&B Afternoon Drive's Charles Black hands out goodie bags and ushers kids to the transport area for a first hand look at the Ambulances.

Copyright 2004 Entercom Communications Corp. All Rights Reserved.

ETM  
1111



[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

**make a  
difference  
day**

**MARCH 18, 2004**

[Boston](#) [Buffalo](#) [Denver](#) [Gainesville](#) [Greensboro](#) [Greenville](#)  
[Kansas City](#) [Madison](#) [Memphis](#) [Milwaukee](#) [New Orleans](#) [Norfolk](#)  
[Portland](#) [Rochester](#) [Sacramento](#) [Seattle](#) [Wichita](#) [Wilkes-Barre](#)  
[Back to main page](#)

### **PORTLAND MAKE A DIFFERENCE DAY 2004**

Portland took on the arduous task of helping to pull ivy from the trees at the Hoyt Arboretum. The teams contributed the equivalent of 18 days of work by a full time employee. Removing the ivy is vitally important for preserving the health of the natural and cultivated areas at the Arboretum.



Portland: It was a perfect spring day in Oregon for an ivy pull!

Copyright 2004 Entercom Communications Corp. All Rights Reserved.

ETM  
Media


**ENTERCOM**
[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

**make a  
difference  
day**

**MARCH 18, 2004**

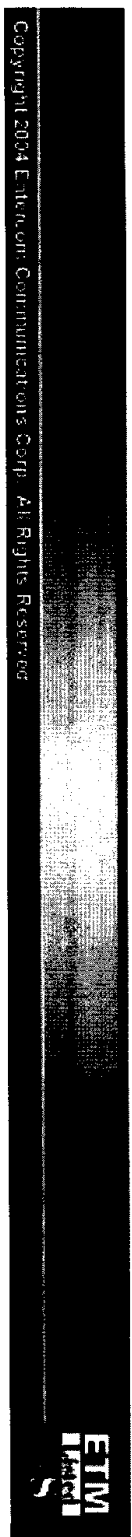
[Boston](#)   [Buffalo](#)   [Denver](#)   [Gainesville](#)   [Greensboro](#)   [Greenville](#)  
[Kansas City](#)   [Madison](#)   [Memphis](#)   [Milwaukee](#)   [New Orleans](#)   [Norfolk](#)  
[Portland](#)   [Rochester](#)   [Sacramento](#)   [Seattle](#)   [Wichita](#)   [Wilkes-Barre](#)  
[Back to main page](#)

### ROCHESTER MAKE A DIFFERENCE DAY 2004

Entercom Rochester spent Make A Difference Day with CDS - Continuing Development Services - an organization that provides residential services for developmentally disabled adults. The day consisted of dancing, karaoke and lots of laughs. WBEE's mascot, Buzzy, was even in on the fun. While the fun and games were taking place, other Entercom employees were prepping and painting one of the residence halls. It was an enjoyable day for both CDS participants and Entercom employees.



WBEE's mascot, Buzzy, brings smiles to everyone's face at CDS





[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

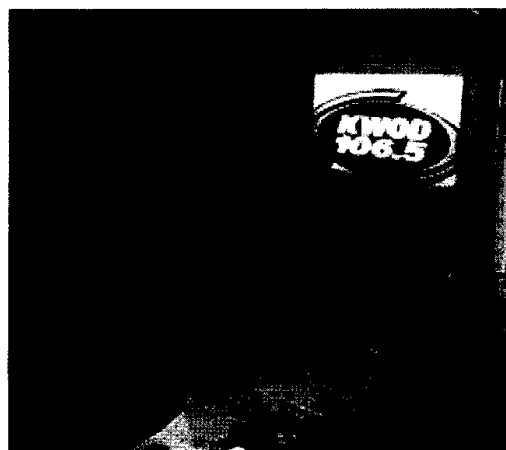
**make a  
difference  
day**

**MARCH 16, 2004**

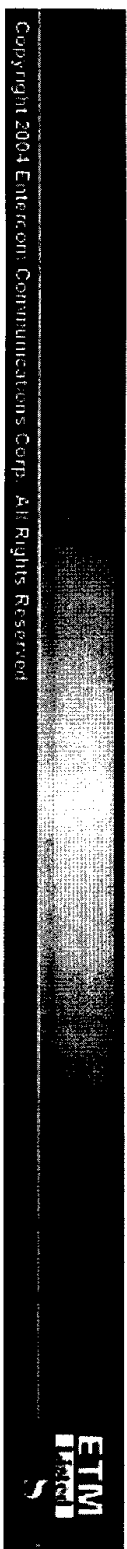
[Boston](#)   [Buffalo](#)   [Denver](#)   [Gainesville](#)   [Greensboro](#)   [Greenville](#)  
[Kansas City](#)   [Madison](#)   [Memphis](#)   [Milwaukee](#)   [New Orleans](#)   [Norfolk](#)  
[Portland](#)   [Rochester](#)   [Sacramento](#)   [Seattle](#)   [Wichita](#)   [Wilkes-Barre](#)  
[Back to main page](#)

### SACRAMENTO MAKE A DIFFERENCE DAY 2004

Sacramento continues their tradition of the UC/Davis Children's Hospital Radiothon. The hospital is only one of two premier pediatric emergency care facilities west of the Rockies. "We began this relationship with the hospital four years ago, and have raised a little over \$1.4 million in that time," says John Geary, VP/Market Manager. The money goes directly to the purchase of equipment for the hospital, which makes the facility an important resource for kids who are dealing with life-threatening issues. "Our efforts involve the entire cluster staff. We have air staff and promo departments broadcasting live for the duration from the hospital, interviewing the children and their families, as well as the hospital staff. Other departments, such as sales and the business office, man the phone banks that we set up in our large conference room and handle the fund raising."



Sacramento: KWOD Midday personality, Marco Collins, broadcasts his show from the kids' playroom at UC/Davis Children's Hospital.







[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

**make a  
difference  
day**

**MARCH 16, 2004**

[Boston](#)   [Buffalo](#)   [Denver](#)   [Gainesville](#)   [Greensboro](#)   [Greenville](#)  
[Kansas City](#)   [Madison](#)   [Memphis](#)   [Milwaukee](#)   [New Orleans](#)   [Norfolk](#)  
[Portland](#)   [Rochester](#)   [Sacramento](#)   [Seattle](#)   [Wichita](#)   [Wilkes-Barre](#)  
[Back to main page](#)

### **SEATTLE MAKE A DIFFERENCE DAY 2004**

Seattle, for the second year, partnered with Northwest Harvest, the only statewide hunger relief agency in Washington. The organization relies solely on contributions from individuals, businesses and foundations. The Seattle crew packaged and boxed up frozen vegetables and pasta. "A local produce company donated 2.2 million pounds of frozen veggies, so they were excited to have our help. During one of our three two-hour shifts, our crew packaged 8,653 pounds of mixed veggies and pasta for a total of 618 cases!" said Cindy Zalke, Executive Assistant at Entercom Seattle.



Seattle: Proving that hair nets and aprons do look good when you're helping others!



[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)

**make a  
difference  
day**

**MARCH 18, 2004**

[Boston](#)   [Buffalo](#)   [Denver](#)   [Gainesville](#)   [Greensboro](#)   [Greenville](#)  
[Kansas City](#)   [Madison](#)   [Memphis](#)   [Milwaukee](#)   [New Orleans](#)   [Norfolk](#)  
[Portland](#)   [Rochester](#)   [Sacramento](#)   [Seattle](#)   [Wichita](#)   [Wilkes-Barre](#)  
[Back to main page](#)

### WICHITA MAKE A DIFFERENCE DAY 2004

Wichita donated their time and energy to a cause very special to their market. They helped create a new space for smaller scale productions within the Wichita Children's Theatre & Dance Center. Nearly every employee showed up to the theatre to help remove the old risers and completely gut the entire room. They cut wood for new risers and speaker shelves, painted and installed them, installed a new sound system, track lighting, and four window air-conditioners, laid the flooring for the new stage, and finally, painted the entire room. The new space is named after Heather Muller, a young lady who was killed in a quadruple homicide that rocked the Wichita community.



Wichita: Hard work helps create a new theatre space at the Wichita Children's Theatre and Dance Center

Copyright 2004 Entercom Communications Corp. All Rights Reserved





[about](#) [contact](#) [news](#) [markets](#) [investors](#) [governance](#) [community](#) [jobs](#)



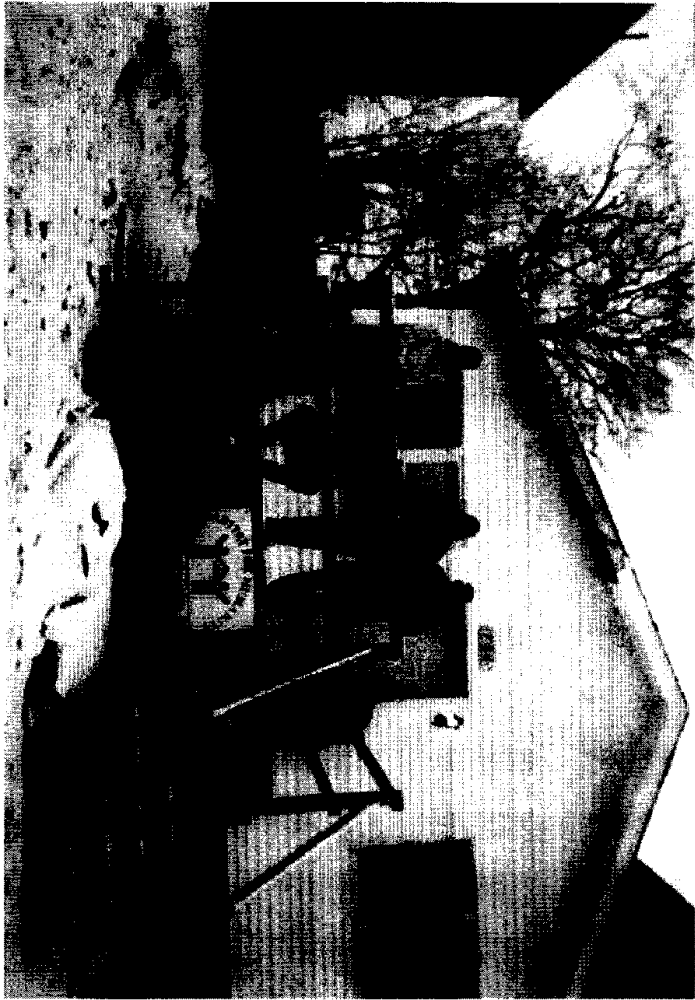
**MARCH 16, 2004**

[Boston](#)   [Buffalo](#)   [Denver](#)   [Gainesville](#)   [Greensboro](#)   [Greenville](#)  
[Kansas City](#)   [Madison](#)   [Memphis](#)   [Milwaukee](#)   [New Orleans](#)   [Norfolk](#)  
[Portland](#)   [Rochester](#)   [Sacramento](#)   [Seattle](#)   [Wichita](#)   [Wilkes-Barre](#)

[Back to main page](#)

### **WILKES-BARRE/SCRANTON** **MAKE A DIFFERENCE DAY 2004**

Wilkes-Barre/Scranton lent support to three local causes with three different teams. It was their second year to be involved with Habitat for Humanity. They helped a single mother in Scranton get closer to moving into her new house by completing some exterior siding work and finishing her porch – all while it snowed! Another team helped put together 300 emergency meal packages for the elderly and homebound at the Commission on Economic Opportunity in Wilkes-Barre. The final effort, a local park clean-up in Dunmore, was delayed a week due to the snow storm. "Despite the weather, our Make A Difference Day was a big success and we were able to make a positive impact on the communities we serve, and when that happens, everybody wins," stated Ryan Flynn, Local/National Sales Manager.



Wilkes-Barre/Scranton: The snow didn't keep Entercom from helping Habitat for Humanity